

LORI HOGG CONCEALER CONVERSION CHARTS

CONCEALER	FOUNDATION	CC CREAM
Light 1	Ivory 100	No CC
Light 1	Ivory 110	No CC
Light 1	Ivory 120	Very Light
Light 1	Ivory 130	Very Light
Light 1	Ivory 140	Very Light
Light 1	Ivory 150	Very Light
Light 2	Ivory 160	Very Light
Light 2	Beige 100	Very Light
Light 2	Beige 110	Light-Medium
Light 2	Beige 120	Light-Medium
Light 2	Beige 130	Light-Medium
Light 2	Beige 140	Light-Medium
Light 2	Beige 150	Light-Medium
Light 3	Beige 160	Light-Medium
Light 3	Beige 170	Light-Medium
Light 3	Beige 180	Medium-Deep
Light 3	Beige 190	Medium-Deep
Light 3	Beige 200	Medium-Deep

Lori Hogg

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CONCEALER	FOUNDATION	CC CREAM
Light 3/Medium 1	Beige 210	Medium-Deep
Medium 2	Beige 220	Medium-Deep
Medium 3	Bronze 100	Medium-Deep
Medium 1	Bronze 110	Medium-Deep
Medium 3/Deep 1	Bronze 120	Deep
Deep 1	Bronze 130	Deep
Deep 1	Bronze 140	Deep
Deep 1/Deep 2	Bronze 150	Deep
Deep 2	Bronze 160	Very Deep
Deep 3	Bronze 170	Very Deep
Deep 3	Bronze 180	Very Deep

NEW! 2019 TimeWise 3D Age-Fighting Foundations	PREVIOUS TimeWise Foundations Luminous- Wear (Luminous or Dewy Finish) or Matte-Wear (Satin Matte Finish)	Medium- Coverage Foundation (Matte Finish)	Mineral Powder Foundation (Matte Finish)	CC Cream (Satin Finish)	Endless Performance Creme-to- Powder Foundation (Satin Matte Finish)	Sheer Mineral Pressed Powder (Matte Finish)	Concealer
Ivory C 100	Ivory 1	No Match	Ivory 0.5	Very Light	No Match	Ivory 1	Light Ivory
No Match	Ivory 2	No Match	Ivory 0.5	Very Light	Ivory 1	Ivory 1	Light Ivory
Ivory W 120 Ivory N 140	Ivory 3	104	Ivory 0.5—Ivory 1	Very Light	Ivory 1	Ivory 1	Light Ivory
Ivory W 150	Ivory 4 * Muted Tone	100	Ivory 1	Very Light	No Match	Ivory 2	Light Ivory
Ivory W 130/ Ivory W 150	Ivory 5	200	Ivory 2	Very Light	Ivory 2	Ivory 2	Deep Ivory
Ivory N 160	Ivory 6 * Muted Tone	204	Ivory 1	Very Light	Ivory 3	Ivory 2	Deep Ivory
Ivory N 160/ Beige C 110/ Beige C 120	Ivory 7	No Match	Ivory 0.5—Ivory 2	Very Light	Ivory 4	Ivory 2	Deep Ivory

Key

/ = Or

— = Between (can wear either color)

& = Mix Two Shades together

C = Cool = Pink/Warm Brown

W = Warm = Yellow/Olive/Warm Yellow

N = Neutral = Muted, Not noticeably
Pink or Yellow

*NEW Shades w/no conversion: Ivory C 110

Ivory C 110 is lighter than Ivory 3 in Classic
TimeWise Foundation, but the closest
match. Use the Ivory 3 line for the chart
that shows which powder, concealer etc.

FOUNDATION CHART BEIGE SKIN TONE

NEW! 2019 TimeWise 3D Age-Fighting Foundations	PREVIOUS TimeWise Foundations Luminous- Wear (Luminous or Dewy Finish) or Matte-Wear (Satin Matte Finish)	Medium- Coverage Foundation (Matte Finish)	Mineral Powder Foundation (Matte Finish)	CC Cream (Satin Finish)	Endless Performance Creme-to- Powder Foundation (Satin Matte Finish)	Sheer Mineral Pressed Powder (Matte Finish)	Concealer
Beige W 100	Beige 1	No Match	Beige 1	Light-to-Medium	Ivory 2/ Beige 1	Ivory 2 / Beige 1	Light Beige
Beige W 100	Beige 2	Closest Match Beige 300 Has More Yellow Pigment	Beige 1	Light-to-Medium	Beige 1/ Beige 2	Beige 1	Light Beige
Beige C 140	Beige 3	Beige 304	Beige 1.5	Light-to-Medium	Beige 2/ Ivory 5	Beige 1	Light Beige
Beige N 150	Beige 4 * Muted Tone	Beige 300/302 But Less Yellow	Beige 2— Beige 1	Light-to-Medium	Ivory 5	Beige 1	Light Beige
Beige W 180/ Beige N 190	Beige 5	Beige 302	Beige 2	Medium-to-Deep	Beige 2/ Beige 3	Beige 1 / Beige 2	Light Beige
Beige N 190/ Beige N 200	Beige 6 * Muted Tone	Beige 400/402 But Less Yellow	Beige 2	Medium-to-Deep	Beige 4/ Beige 5	Beige 1 / Beige 2	Light Beige/ Mix Light & Deep Beige/ Deep Beige
Beige N 200/ Beige N 210/ Bronze 110	Beige 7	Beige 402	Beige 2	Medium-to-Deep	Beige 5	Beige 2	Deep Beige
Beige C 220	Beige 8	No Match	Beige 1.5	Medium-to-Deep	Beige 6	Beige 2	Deep Beige

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Pink or Yellow

- NEW Shades w/no conversion: Beige C 130, Beige W 160, Beige C 170

- Previous PINK undertones were Beige 3 & 8. Gaps have been filled with NEW 3D Foundations - no need to mix anymore!

- Beige C110 is darker than Ivory 7 but lighter than Beige 3 of Classic TW formula. Use Ivory 3 row.

- Beige C120 is closet to Beige 3 (Classic TW) than Ivory 7 (Beige C110). If C110 is too light, move to C120. Use Beige 3 row.

- Beige C130 is an exact match for Beige 2 in Classic TW. Listed as a pink but has very yellow undertone. Use Beige 2 row.

- Beige W160 is the closest match to Beige 4 in Classic TW. Use Beige 4 row.

- Beige C170 has a Pink tone and is between Beige 3 and Beige 8 in Classic TW. Mix the two and you get C170. Use Beige 3 row.



FOUNDATION CHART BRONZE SKIN TONE

NEW! 2019 TimeWise 3D Age-Fighting Foundations	PREVIOUS TimeWise Foundations Luminous- Wear (Luminous or Dewy Finish) or Matte-Wear (Satin Matte Finish)	Medium- Coverage Foundation (Matte Finish)	Mineral Powder Foundation (Matte Finish)	CC Cream (Satin Finish)	Endless Performance Creme-to- Powder Foundation (Satin Matte Finish)	Sheer Mineral Pressed Powder (Matte Finish)	Concealer
Bronze W 120	Bronze 1	Bronze 500	Bronze 1	Medium-to- Deep or Deep	Beige 6/ Bronze 1	Beige 1 / Bronze 2	Light Bronze
Bronze W 130	Bronze 2	Bronze 504	Bronze 1	Deep	Bronze 1/ Bronze 2	Bronze 1	Light Bronze
Bronze W 140	Bronze 3	Bronze 507	Bronze 2	Deep	Bronze 2	Bronze 1	Light Bronze
Bronze W 140	Bronze 4	No Match	Bronze 3	Deep	Bronze 2/ Bronze 3	Bronze 1	Light Bronze
Bronze C 160	Bronze 5	Bronze 607	Bronze 3	Deep	Bronze 3	Bronze 2	Light Bronze
Bronze W 150	Bronze 6	Bronze 600 Less Yellow	Bronze 3	Very Deep	Bronze 4	Bronze 2	Light Bronze/ Mix Light & Deep Bronze/
Bronze C 170	Bronze 7	Bronze 607 = Less Orangey Tone, Warm Yellow	Bronze 4	Very Deep	Bronze 4/ Bronze 5	Bronze 2	Deep Bronze
Bronze C 170	Bronze 8	Bronze 708	Bronze 5	Very Deep	Bronze 5	Bronze 2	Deep Bronze

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N = Neutral = Muted, Not noticeably
Pink or Yellow

*NEW Shades w/no conversion:

Bronze W 100, Bronze C 180

- Bronze W100: If Beige 8 was too light and Bronze 1 is too dark, use Bronze W100. Use Beige 7 row.

- Bronze W110 is a Neutral undertone. If Beige 7 is too light (Beige N 210), use Bronze W110. Due to the Neutral undertone, it is lighter than Bronze W100. Use Beige 7 row.

- Bronze C 180: If Bronze 8 was too light, use the C180. Use Bronze 8 row.

The artistry of makeup

FOUNDATION SHADE UNDERTONE CHART

Category	Cools	Warms	Neutrals
Ivory	Ivory C 100		
	Ivory C 110		
	Ivory C 120		
		Ivory W 130	
			Ivory N 140
		Ivory W 150	
			Ivory N 160
Beige		Beige W 100	
	Beige C 110		
	Beige C 120		
	Beige C 130	Beige C 130	
	Beige C 140		
			Beige N 150
		Beige W 160	
	Beige C 170		
		Beige W 180	
			Beige N 190
			Beige N 200
			Beige N 210
	Beige C 220		
Bronze		Bronze W 100	
		Bronze W 110	Bronze W 110 (semi-neutral)
		Bronze W 120	
		Bronze W 130	
		Bronze W 140	
		Bronze W 150	
	Bronze C 160		
	Bronze C 170		
	Bronze C 180		